

Claim Amendments:

Claims 1-21 (cancelled).

22. (original) A method for allowing a customer to either purchase or rent a video on an optically readable medium, the method comprising:

- receiving a request for the video;
- receiving payment information;
- at a point of sale, writing video content on the optically readable medium;
- at the point of sale, writing sales information on the optically readable medium; and
- at the point of sale, providing the video on the optically readable medium to the customer.

23. (currently amended) ~~A method in accordance with~~ The method of claim 22, further comprising:

- receiving the optically readable medium from the customer; and
- providing the customer with a payment credit.

24. (currently amended) ~~A method in accordance with~~ The method of claim 23, wherein the sales information comprises date and time information and wherein the payment credit is determined in part by the sales information.

25. (currently amended) ~~A method in accordance with~~ The method of claim 24, wherein the payment credit is provided to the customer by crediting a customer credit or debit card.

26. (currently amended) ~~A method in accordance with~~ The method of claim 22, wherein the sales information comprises date and time information.

27. (currently amended) ~~A method in accordance with~~ The method of claim 22, wherein receiving payment information comprises receiving credit card information.

28. (currently amended) ~~A method in accordance with~~ The method of claim 27, wherein the sales information includes the credit card information.

29. (currently amended) ~~A method in accordance with~~ The method of claim 22, wherein the step of receiving payment information comprises receiving denomination information from a currency detector.

30. (currently amended) ~~A method in accordance with~~ The method of claim 22, wherein the sales information comprises timing information corresponding to the time and date of providing the video on the optically readable medium to the customer.

31. (currently amended) ~~A method in accordance with~~ The method of claim 23, further comprising determining return timing information based on when the optically readable medium is received from the customer, wherein the payment credit is based on a difference between the return timing information and rented timing information, the rented timing information being determined from the sales information.

32. (currently amended) A method of providing digital content to a customer, the method comprising:

- receiving a request from the customer, the request including an indication of digital content and a point of sale;

- receiving payment information;

- at the point of sale, writing the digital content on a readable medium;

- at the point of sale, writing sales information on the medium, the sales information including timing information corresponding to the time and date of providing the digital content on the medium to the customer, the sales information also including the payment information;

- at the point of sale, providing the medium to the customer;

- receiving the medium from the customer; and

- providing the customer with a payment credit, the payment credit being determined at least in part by the sales information.

33. (currently amended) ~~A method in accordance with~~ The method of claim 32, further comprising receiving the digital content at the point of sale from a remote location, the digital content being received at the point of sale after receiving the request from the customer.

34. (currently amended) ~~A method in accordance with~~ The method of claim 32:
wherein the digital content comprises video content; and
wherein the medium comprises an optically readable medium.

35. (currently amended) ~~A method in accordance with~~ The method of claim 34, wherein the medium comprises a digital versatile disc.

36. (currently amended) An apparatus allowing a customer to either purchase or rent a video on an optically readable medium, the apparatus comprising:

a housing;

means for receiving a request for the video, the means for receiving a request being disposed within the housing;

means for receiving payment information, the means for receiving payment information being disposed within the housing;

means for writing video content on the optically readable medium, the means for writing video content being disposed within the housing;

means for writing sales information on the optically readable medium, the means for writing sales information being disposed within the housing; and

means for providing the video on the optically readable medium to the customer, the means for providing being disposed within the housing.

37. (currently amended) ~~An apparatus in accordance with~~ The apparatus of claim 36, further comprising:

means for receiving the optically readable medium from the customer; and

means for providing the customer with a payment credit.

38. (original) A method for allowing a customer to either purchase or rent entertainment content on an optically readable medium, the method comprising:

receiving a request for the entertainment content;

receiving payment information;

writing entertainment content on the optically readable medium at a point of sale;

writing time and date information on the optically readable medium at the point of sale;

providing the entertainment content on the optically readable medium to the customer at the point of sale; and

providing the customer with a partial payment credit if the customer returns the entertainment content on the optically readable medium to the point of sale.

39. (currently amended) ~~A method in accordance with~~ The method of claim 38, wherein the entertainment content is selected from the group consisting of audio content, video content and gaming content.